

ABSTRACT OF THE DISCLOSURE**METHOD AND APPARATUS FOR AN ELECTRONIC BILLBOARD SYSTEM**

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An electronic billboard system includes a display device coupled with a data processing system to display information, such as advertisements, on the display device. The data processing system is further equipped with a wireless communication interface to communicate with mobile devices. Upon seeing a visual presentation of an advertisement on a display device of the present invention, the user may initiate a request from the mobile device to receive information from the data processing system through a wireless communications link with the wireless communications interface. Information is transmitted to the mobile device and presented to the user.

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